selecting a set of names that are stored in the database, wherein the selection is
based on a culture-relevant key-indexing strategy; and

using an algorithm tailored according to the selected search strategy to evaluate
which of the selected names match the proper name, wherein the search
strategy corresponds to matching pronunciation equivalent phonetic
alphabet representations of each of the inputted proper name to
pronunciation equivalent phonetic alphabet representations of the
selected set of names stored in the database.

20. (*New*) A computerized method of comparing proper names, comprising the steps
of:

obtaining text data representing a first proper name that designates an entity
and a second proper name, wherein the first proper name corresponds
to an input name requiring comparison with other proper names;

converting the text data representing said first and second names to first and
second pronunciation equivalent phonetic alphabet representations,
equivalent to at least two or more respective portions of said first and
second names;

comparing said first and second pronunciation equivalent phonetic alphabet
representations corresponding to two or more respective portions of
said first and second names to determine a likelihood that said second
name also designates the entity; and

producing a signal indicating said likelihood that said second name designates
the entity.